## More Than 35,000 Persons See Automobiles at Palace Show in One Day, Setting New Attendance Record

### **AUTO SHOW HAS** ITS BIGGEST DAY

More Than 35,000 Persons See the Cars at the Palace.

the Automobile Show folks that the attendance at the Grand Central Palace was breaking records the statement was made at the same time that the average paid attendance daily was 20, 600. This, it was learned yesterday, was a count up to 7 o'clock only. Actually the figures run above that and Charles Reiss, the local distributer. total of 300,000 paid attendance is to

records in automobile show attendance. not only for the week, but for all autonot only for the week, but for all automobile show history. More than 35,000
people attended and from present indications the attendance for the entire
week will be far in excess of 300,000.
The increase in the number of women
justers the past two days has been
quite noticeable, due, no doubt, to the
fact that so many feminine motor enthumasts and some less enthusiastic
nes have heard about the numerous are fitted with new features that deposit the feminine heart—features such indirect lighting in the roofs of impusines, assleway seats, unique uppositery of modernist design, beautical colorines, &c.

Among those at the show yesterday representing the newly organized Automobile Reserve Corps were G. T. Bindheutel, chairman of the National Committee of Home Defence Motorists, and H. D. Brandyce, both of New York city, and Robert Bruce, representing John M. Ross, president of the New York State Motor Federation. Officers and patronesses of the American Woman's League for Self-Defence, including Mrs. E. V. Browne, Miss I. E. Lowber and Mrs. L. C. Boardman, visited the show. The American Defence Society was represented by former Ambassador to Germany David Jayne Hill, who was elected to the advisory board of this society yesterday; also C. S. Thompson, Cushing Stetson and Assistant District Attorney Leslie J. Tompins, Cleveland Moffett, Julian Street, Henry Reuterdahl, Dr. Lee De Forest, Cart. Lawrence Angel Cart. Henry Reuterdahl, Dr. Lee De Forest, Capt. Lawrence Angel, Capt. Rupert Hughes, Paul Thompson, John Flavel Hubbard and Joseph H. Coit. Others included Major-Gen. John F. O'Ryan, Capt. Lorillard Spencer, military secretary to Gov. Whitman: Bainbridge Colby, Major-Gen. Leonard Wood and Colby, Major-Gen. Leonard Wood and Colby Major-Gen. Leonard Wood Major-Gen. Leonard Woo

s staff, Major Allan L. Reagan and imotor cars de luxe that the chassis and body are purchased separately and the former is custom built, the owners' ideas uded James A. Burden, M. Orme Williams, Jr. Robert Pruyn, Miss Claire Bird, r. and Mrs. J. Rich Steers, Thomas W. Sitcheck, Worthington Whitehouse, style upholstery is to do away with all style in the reset backs and sear customs.

Glym. Miss Dorothea Kane and Mr. and Mrs. William B. Dinsmore.

To-day will be "Civic Day" at the show and Mayor Mitchel, Borough President Marks and numerous other municipal officials have been invited. To-morrow will be "Pay Day."

A number of manufacturers' representatives:

The second of the manner of the same for the automobile of the second of the same for the automobile of the second of the same for the

Experimentation.

An interested visitor at the automobile show yesterday was J. Hauvette Michelin, head of the Michelin tire works at Militown, N. J. When asked about the prospects in the tire industry Mr. Michelin became enthusiastic. He said that although his company was already doing a large business, he looked forward to even greater increases over last year as the season advances. He said further that the Michelin universal tread and in closing selling arrangements on a large scale with representation and asing Mr. Michelin universal tread and in closing selling arrangements on a large scale with representation as the new Michelin universal tread and in closing selling arrangements on a large scale with representation and asing Mr. Michelin said: "In the past we have the dealers throughout the country.

As to the new Michelin universal tread and sing Mr. Michelin said: "In the past we have had a firm conviction that a really satisfactory non-skid. Our analy objections have not been due to any objections have not been

ments have been very carefully against them for misuse of the name which is but slightly higher than that of plain tread tires. non-skids heretefore manufac-but I must admit that it has been al problem to design a casing that thes their good points without at the same time including the weak fea-lures that we discovered in the almost endless experiments that we conducted. We believe we have at last succeeded."

JEFFERY PROSPERITY DINNER. Officials and Dealers Celebrate the Year's Success.

automobile show dinner of the as B. Jeffery Company was held light in the Claridge Hotel. The gramme was in celebation of the sucof the Jeffery Company during the

resident Charles T. Jeffery, General neuer L. H. Bill, Sales Manager and retary E. S. Jordan, W. C. Poertner, New York representative; L. G. Mar-of Pittsburg, J. A. Cramer of Buffalo, Hurley of Philadelphia, S. P. Rocklof, Boston, A. M. Robbins of Chila, L. B. Neumann of Detroit and sevilve at the remother. e other members of the Jeffery rganization, including dealers and exHUP DEALERS DINED.

One of the largest dealers' dinners One of the largest dealers' dinners of the show week was held yesterday when 300 Hupmobile Eastern dealers dined at the Biltmore. It was a midday luncheon affair with business talks made by Hupmobile officials and dealers.

In a way it was a jubilee of the year's business for the Hupmobile. This concern, which was started in 1909, is to-day one of the ranking automobile companies. The original capital of \$25,000 THIS WILL BE "CIVIC" DAY panies. The original capital of \$25,000 in 1909 has grown into the present corporation of \$8,000,000.

The original output has now been in creased to 20,000 cars, which is the fac-tory capacity, and although dealers at Charles Reiss, the local distributer.

#### Yesterday, for instance, broke all DRAWING ROOM CARS IN ASTOR AUTO SALON

Marked Tendency Toward Luxury in Interiors Revealed in New Models.

thus ignoring the long established car-

s staff, Major Allan L. Reagan and motor cars de luxe that the chassis bedy are purchased separately and

Hitchcock, Worthington Whitehouse, Boynal Bolling, John E. Cowdin, J. Prentice Kellogg, Mr. and Mrs. Hamilton These backs and cushions, aside from Fish, Jr., Livingston Short, Chandler Having the regular springs and hair, are Bates, Hermann Celrichs, George W. Arren, Jr., Mr. and Mrs. John Sanord, Amsterdam, N. Y.; Miss Elizath Haight, Miss Helen Clarkson, Evert
Wendell, Charles Dana Gibson, Miss

The small cane work monogram or belt
wendell, Charles Dana Gibson, Miss

The small cane work monogram or belt
below the small cane work being made in rene Gibson, Mr. and Mrs. Howard colors that will harmonize with the leashaw, Miss Barbara Rutherfurd, W. tarr Miller, Richard Gambrill, Dr. ground of the same color in either a deorge Norton Miller, Mrs. William E. darker or a lighter shade. colors that will harmonize with the painting of the car and with the back-

CALL IT "CAR" FOR SHORT.

#### CONVERTIBLE CAR FOR ANY SEASON

Have Lengthened the Motoring Year.

HEATERS A HELP, TOO

The demand for motor car utility ex-but also w tending over the entire year instead of eign fields. only the fair weather months is what has created a vast field for the Springfield body. This is the opinion of Walter L. Fry, president of the Springfield Body Company, Springfield, Mass. It is backed by an announcement that the Chandler. Maxwell, Overland, Paige-Detroit, Stude baker and other prominent manufac-turers have adopted the Springfield con-vertible body for their 1916 and 1917

models.
"Motorists are no longer satisfied to put them away in the garage or in storage during the winter," declares Mr.
Fry. "They realize that the actual need for a motor car is even greater in bad Peerless Company Works Out

"Of the many conveniences which have recently been put on the market tend-ing to make motor cars 100 per cent, efficient in winter I believe the Spring-field convertible body to be the most field convertible body to the makes the practical and the one which makes the greatest advance in this respect. This body is a touring car and a limousine in one. This statement may sound someone. This statement may sound someone. This statement may sound someone.

The exact temperatures at which thanges in the steel effect of the changes in the steel effect wenty-five test pieces and accuracy of 2½ degrees. This necessity has been recompleted twenty-five test pieces were contained on a temperature which has so often been true where an entirely new and randracture.

After the syntamentation is being carried on at the expense of the purchase, which has so often been true where an entirely new model, one only half tried out, has been placed on the market by an automobile manufacturer.

Enumerating the changes that have been made in the Chandler, he stated that the principal difference was in the body, fenders, and general exterior appearance of the carry, the base to permit of more body and the installation of long flat springs and reciprocating parts for place and proven principles, which means that no experimentation is being carried on at the expense of the purchase were completed twenty-five test pieces were taken from each bar of steel and each piece was given heat freatment in a different way, depending upon its critical temperatures, and intended to bring out the different physical properties that the principal difference was in the body, fenders, and general exterior appearance of the car, the chassis changes being confined to a lengthening of the wheel base to permit of more body and the installation of long flat springs and reciprocating parts for principle of approximately 10.000 specimens under a microscope capable of magnifying 1,500,000 areas.

After the preliminary investigations were completed twenty-five test pieces were taken from each bar of steel and each piece was given heat freatment in a different way, depending upon its critical temperatures, and intended to bring out the different physical properties that the principal difference was in the body, fenders, and general exterior appearance of the car, the chassis changes being confined to a lengthenion, and the principal difference was in the body from the principal difference was in the body from the

3,000 MEN AT JEFFERY.

More Than Twice the Old Numbers of Factory Help.

"We believe that the tremendous vo Bodies Such as Springfield the year is typical of conditions in many lines of industry," says Charles T. Jeffery, president of the Thomas B. Jeffery Company of Kenosha. "Prosperity is here. Those few lines of business which have not yet felt the pulse of increasing domestic and foreign trade are sure to get the benefits very soon. "We are in the midst of a great op-

portunity. The American manufacturer need only build a quality product and take advantage of demands already in existence to build for himself not only highly satisfactory business at home, but also with an abiding place in for-

"In our own plant we are employing 3,000 men, as against 1,300 a year ago. Many departments are working day and night. Our shipments the first six days

SEARCHING TESTS OF MOTOR STEELS

Much Data in Metallurgical Department.

"that there is an overwhelming demand what trite, as it has been used by makers of detachable tops, curtains and other accessories tending to alleviate the difficulties of winter driving. But when ap- steel producers to the limit, but what plied to the Springfield it is a positive about the condition brought about by the The body is not a detachable top, intensified strain to meet the require-

"The body is not a detachable top. It is exactly what we call it, 'a convertible body.' In one minute it can be changed from an open car to a handsome closed car. The driver merely has to open the concealing flaps and swing the hinged windows into place. There is nothing to rattle, squeak or warp.

"The popular demand for such a body is what has caused such companies to adopt the Springfield. The fact that they have discarded detachable tops in favor of the newer and more up to date body speaks for itself. With our facilities for production of bodies in large of heat treatment was in its infancy. favor of the newer and more up to date foody speaks for itself. With our facilities for production of bodies in large guantities we tre looking forward to be producted by general adoption of bodies of this type. As we control all patents on collapsible or hinged windows for the purpose of scientific investigations into the properties and treat-Furthermore it may be said that the introduction of such devices as the Perfection heater emphasizes the practicability of the convertible car.

PUBLIC DESIRE FOR STANDARD.

Radical Stuff Not Wanted, Is Chandler's Opinion.

F. C. Chandler's Opinion.

F. C. Chandler, president of the case in the set elected and the believes the automobile buying public has long ago realized that the hing they wanted to buy in the way of the set elected and the selected and the maximum benefit from their use secured, The Peerless company began to buy samples of every known kind of modern their use secured. The Peerless company began to buy samples of every known kind of modern their use secured. The Peerless company began to buy samples of every known kind of modern their use secured. The Peerless company began to buy samples of every known kind of modern their use secured. The Peerless company began to buy samples of every known kind of modern their use secured. The Peerless company began to buy samples of every known kind of modern their use secured. The Peerless company began to buy samples of every known kind of modern their use secured. The Peerless company began to buy samples of every known kind of modern their use secured. The Peerless company began to buy samples of every known kind of modern their use secured. The Peerless company began to buy samples of every known kind of modern their use secured. The Peerless company began to buy samples of every known kind of modern their use secured. The Peerless company the maximum benefit from their use secured. The Chalmers of the Moline Automobile Chalmers of the Scholar the Fackard Motor Car Company. The other officers elected are: Eugene Scholar the following division, yesterday. Their samples of every known kind of modern the peerless company to the Chalmers of the Moline Automobile to the Scholar the Fackard Motor Car Company. The Opinion of the Scholar the Fackard Motor Car Company. The Opinion of the Scholar the Fackard Motor Car Company. The Opinion of the Scholar the Fa

WHAT THE REO DID TO POWER WASTE LESS,

Eleven Years Ago Has Earned \$118,000.

Here's an Aladdin's lamp story that

Here's an Aladdin's lamp story that comes out of Lansing, where Reo cars are made.

So many questions have been asked by visitors to the New York auto show how the Hudeon super-six motor develops 15 horse-power, that the company house, one of the most famous hostelries in the entire State. Any one who has ever stayed at the Downey House, but in 1904, when the Downey House knows genial Billy Grove. Billy is now manager of the Downey House, but in 1904, when the Reo Motor Car Company was first in corporated, Billy held the position of clerk.

Billy was one of the many Lansing people who had implicit faith in the men who were then starting in the new enterprise, and he invested the, to him large sum of \$1,000 in Reo stock. The other day, when the Reo stock-holders met and decided to increase the capitalization of the company to \$10.00,000, at the same time voting a 100.00 in such a manner as to eliminate themselves within the motor of shaling at same time voting a 100.00 in such a manner as to eliminate the power waste which results from the Maxwell clutch of the Maxwell dueld into the two new additions. If he present industry times after an inspection of the new Free tained for final assembling. The present and further innovations will be introduced into the two new additions. It was less than a year ago that the plant in which Saxon cars were first plant in which Saxon cars were first plant in which Saxon cars was the provided was the analysis of the remaining the men which it is general statement reads. "It may even be said further innovations will be introduced into the two mean different many times, is patented. The present in building still being retained for final assembling. The present and further innovations will be introduced into the two new additions.

It was less than a year ago that the plant in which Saxon cars was the part of the present equipment for automobile. The present in building still being retained for final and further innovations will be introduced into the two new additions.

It was le

capitalization of the company to \$10.

600,000, at the same time voting a 100 per cent. stock dividend, Billy sat down and figured up how much his investment had developed into in the eleven years since the inception of Reo. He found that it now amounted to \$119.050.

Indication of the company to \$10.

Indication of the continuity of power flow. A smooth show the Saxon exhibit moved down to the second floor because of the volume of business. At the 1915 show the Saxon exhibit moved down to the second floor because of the volume of business. At the 1916 show the Saxon exhibit moved down to the second floor because of the volume of business. At the 1916 show the Saxon exhibit moved down to the second floor because of the volume of business. At the 1916 show the Saxon exhibit moved down to the second floor because of the volume of business. At the 1916 show the Saxon exhibit moved down to the second floor because of the volume of business. At the 1916 show the Saxon exhibit moved down to the second floor because of the volume of the second floor busines

In order to understand this tremen dous increase one must remember that the Reo Motor Car Company was orig-inally incorporated for only \$500,000, then increased to \$1,000,000, later to \$4.-000,000 and now to \$10,000,000, and that besides the stock dividends declared at those various times there has been something like 1,500 per cent. in cash dividends disbursed among the Reo

Billy Grove's original \$1,000 worth of stock has developed into 2,400 shares. This at the present market value, 35, plus the cash dividends he has received. gives him a net earning on his original \$1,000 of more than \$118,000.

PISTONS OF ALUMINUM

# BILLY GROVE'S \$1,000 HORSE-POWER HIGHER

The Modest Investment Made That Explains the Hudson Super Six Motor, Say the Builders Thereof.

So many questions have been asked by

"By reducing this internal power waste to a minimum we increase the idelivered power of the motor. Therefore in motors of equal size the application of our newly discovered and patented invention will obtain a gain in

six motor is in every way the same sim-ple and familiar type of construction as the Hudson six-forty motors of the past.

HUFF HEADS AUTO ENGINEERS. President of Society.

"Among the features in the new Six30 Chalmers are the aluminum pistons, until quite recently used only in a few specially built racing cars," said Paul Smith, vice-president of the Chalmers was soon discovered by the ever watch.

dent of the Society of Automobile Engineers at its recent annual mislwinter meeting at the Engineering Societies Building. Huff was for many years with the Packard Motor Car Company. He specially built racing cars," said Paul Smith, vice-president of the Chalmers was soon discovered by the ever watch.

dent of the Society of Automobile Engineers at its recent annual mislwinter meeting at the Engineering Societies Building. Huff was for many years with the Packard Motor Car Company. He succeeds William H. Van Dervoort, selling division, yesterday. "Their adaptability to high speed stock motors was soon discovered by the ever watch.

S. Followsham for Society of Automobile Engineers at its recent annual mislwinter meeting at the Engineering Societies Building. Huff was for many years with the Packard Motor Car Company. Building. Huff was for many years with the Packard Motor Car Company about the same as on the standard runabout. The whole effect is of a low built, graceful, dashing composition.

Liber of SiX model and the single six until thoroughly satisfied. Hundreds of miles were driven over the hills and country roads around Indianapolis, testing the car be until thoroughly satisfied. Hundreds of miles were driven over the hills and country roads and the same as on the same as on the standard runabout. Senior Bros. are the Eastern distributers of the whole effect is of a low built, york city.

This is a car that will especially appeal to the man who wants to do his own driving. The seats are lowered are beautiful for the contract was signed. This is a car that will especially appeal to the man who wants to do his own driving. The seats are lowered are lower the hills and country roads are the track of the standard runabout. The was a car that will especially appeal to the man who

held this year in the yacht room of the Hotel Astor at 11 o'clock. Riess is the wholesale distributer of the Stearns-Knight in this section and metropolitan distributer of the Humpholie. distributer of the Hupmobile.

SAXON PLANT IS DOUBLED.

27,600 Care This Year. Factory extensions which will approxi-mately double the facilities of the Saxon Motor Car Company have just been made, two buildings being added to the present plant. The new facilities will make possible a maximum output of 259 cars a day Based woon orders from. cars a day. Based upon orders from dealers at this time, officials think it likely that the previously announced plans of producing 27,600 cars for the year ending July 31, 1916, will be ex-

STRIKING PIERCE-ARROW CAR. Four Passenger Body on Runabout Chassis Is Attractive.

One of the novelties at the Grand Cen-

Edgar Apperson, secretary and treas-urer of Apperson Bros. Automobile Com-pany, is as well known as a crack shot inspection and adjustment as is neces-

MAXWELL CLUTCH A SHOW NOVELTY

Bath of Oil and Non-slipping Fabric Features of Design.

stock Maxwell, as a proof of this fact.

making sales by the manufacturer to

Chassic Is Attractive.

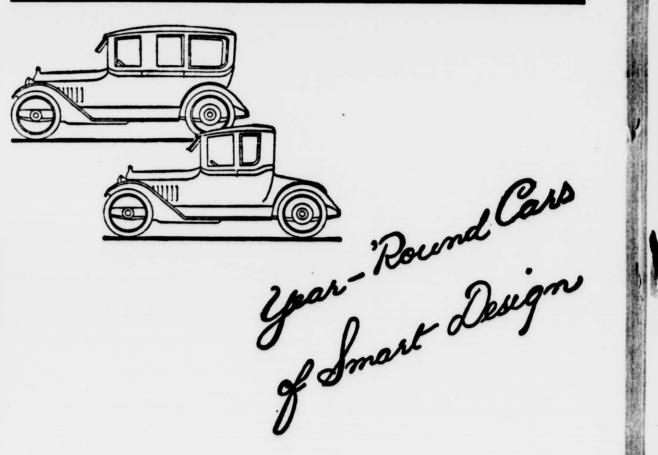
A new body model that is attracting attention and favorable comment at the automobile show is the new Pierce-Arrow four passenger. This car differs in design from other Pierce-Arrow models, but is nothing more nor less than a four passenger touring car built on a runabout chassis.

The sides of the body are low, with low seats. The rear seat is wide enough to seat two passengers with plenty of room. The rear seat is only far enough back of the front seats for comfortable foot room. The rear end of the body is sloped back to cover the chassis and part of the gasolene tank, similar to the three passenger runabouts.

This is a car that will especially appear to the man who wants to do his around Indianapolis, testing the car before the contract was signed."

one of the novelties at the Grand Central Palace, show popular among women and children is the Hupmobile poster stamp book. These books are being given away at the Hupmobile booth, main floor, as a souvenir of the show.

Appearant Also a Marksman.



Before you come to the Hupmobile exhibit, I wish you would pay attention to the other all-season cars you see.

Then you will better appreciate how the Hupmobile Year-'Round models excel in design and appearance; in the attachment and fit of the bodies; in the snugfitting doors and windows, and in half a dozen other ways.

And think how comfortable they will be until spring comes again! Then you may remove the winter top and have a regular open car

Chas. E. Riess & Co. 1690 Broadway at 53rd St., Retail Distributers Hupmobile Company of New York, Inc. 1764 Broadway, Wholesale Distributers

Diuguid Brothers 1285 Bedford Avenue, Brooklyn De Cozen & Riess, Newark

Pamediately at top of stairs, Lexington Avenue Entrance, Grand Central Palace, turn right to last aisle, then left to Hapmobile Exhibit, the second on the left of that aisle

Courters First - Safety for Others in Metering





\$785 "Six" "Four" Two-unit electric starting and lighting system - just one of many costly car features in the \$785 Saxon "Six." At the Show

Main Floor - First Aisle to Right